

# DORAL Full Flavor, Full Flavor Menthol and Lights Box

## Account Managers/Reps and ROU Information

### Live Product Allocations

Direct account allocations may be viewed in BPE as Promotion #495 in the "A20 New Brand Allocation" function. Drive period is 603-00 Domestic. Allocations were based on the direct account's purchase of DORAL Full Flavor, Full Flavor Menthol and Lights Soft Pack during the last 12 months. (Steps for viewing allocations are attached.)

All live product allocation change requests should be forwarded to your Area Manager of Operations for approval by March 11, 1996.

### B1G1F Promotion Details

<u>Promotion #:</u>	600895
<u>Allocations Available in BPE:</u>	2/19/96
<u>First Order Date:</u>	3/11/96
<u>Display:</u>	#508880 (1/SKU) Contains 1 Pack Display, 1 Riser Card
<u>POS Available for Order:</u>	2/19/96
<u>POS Available for Shipment:</u>	3/11/96
<u>Reporting Codes:</u>	DOR BOX B1G1F (Report # Offers) Dates: 4/1/96-5/31/96 (For ROU Reporting) DOR BX DPLY PAY (Rate \$2.00) Dates: 4/1/96-5/31/96 (TPS Only)

The \$2 display payment is to be issued by the ROU to the direct account for displays they sell. The \$2 display payment may also be issued to direct chains for displays RJR Account Managers sell.

Only the DORAL Full Flavor and Full Flavor Menthol Box will be available for the B1G1F promotion due to these being stronger performers in your regions.

### RJR Inventory Audit

\* Expansion Markets (Regions 1200 and 1700) - The additional \$10 per 6M case will be available on all allocated product that has been shipped from the direct account to the retailer between March 11 - April 5, 1996. The ROU will have access to a report in BPE on Monday, April 8, which will list the direct account's number of cases allocated, ordered and shipped with a blank area for existing inventories. The report should then be distributed to the appropriate Account Managers/Reps who will record the on-hand inventory on April 8 and 9. The ROU will be responsible for entering the final information "on-line" in BPE by April 12. Customer Services will issue a payment to the direct account(s) based on this data. Payments will not exceed the allocated quantity.

### Existing Box Markets (Regions 1100, 1300 and 1600)

To eliminate a "count/recount" (pre-audit) of existing inventory of DORAL FF Box and Lts Box, the account managers/ reps with direct account responsibilities will not be required to do a physical inventory audit of these two styles to verify payment to direct accounts on allocated quantities. Payments will be made based on actual shipments made to these accounts on allocated quantities of these two styles. However, it is your responsibility to ensure that this product is moved to retail by April 5. An audit will be required on the remaining DORAL Full Flavor Menthol Box product on April 8-9 that has not moved to retail.

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